

Interaction and Interpretation of City and Folk Sports Culture

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Abstract: *Sports culture of city and folk together build Chinese sports culture, and increasingly become an important part of Chinese culture. This article systematically analyzes the interaction and interpretation of city and folk sports culture by using research methods of literature and logical analysis. The development of city and folk sports culture should adapt to the cultural needs of diversification and multi-level. Cultural identity and participation are the main factors that promote the development of city and folk sports. People's cultural identity is related to cultural needs, and values play a major guiding role. Through the diversification of expression types such as festival folk customs, fitness entertainment, performance competitions, etc., people are encouraged to form a rich and three-dimensional city and folk sports culture identity concept.*

Keywords: *urban sports, folk sports, sports culture*

1. Introduction

Historically, China's rise has been peacefully rising through a cultural path, but at present the Chinese people's dream of prosperity and strength is being put to the test. On the one hand, it comes from the "cultural bottleneck" encountered in the actual economic development of our country and the "cultural hunger" faced by the social organism undergoing accelerated transformation; on the other hand, it comes from the endogenous system of cultural values in the accelerated transformation of Chinese society self-identification and self-reconstruction needs. The test of Chinese cultural development experience is also reflected in the various anxiety of scholars: in the context of economic globalization and social informatization, different cultures from all over the world communicate, penetrate, collide and merge with each other[1]. Today's Chinese society has entered a critical historical juncture. In order to become a culture with a high degree of recognition in the cultural collision, city and folk sports carrying urban cultural genes must meet people's cultural needs, especially the unity of value recognition and cultural needs. Through the identification of city and folk sports practice, rationality and abstraction, people are sublimated into a part of their own character and life. With the opportunity of the great prosperity and development of culture, this paper explores the influence of people's cultural needs and satisfaction on the development of city and folk sports.

2. Demand performance of city and folk sports culture

2.1 The demand for city and folk sports culture presents a diversified trend

Demand is the driving force for cultural development. People choose and absorb the forms of city and folk sports culture that meet their own needs, those that are suitable are reserved, and those that are not suitable are eliminated. Whether city and folk sports can become a part of modern urban cultural life depends on the degree of fit between the value of city and folk sports and people's real living conditions, aesthetic tastes and thoughts and emotions. Value is the meaning of things to people. Whether city and folk sports culture can play an inner dynamic role that affects the depths of modern urban people's minds, and provide value "consumption" activities that people can touch and participate in, such as consumption, utilization, appreciation, etc., is also affected. The adverse effects of people's purposes, needs, standards, and potential [2]. Since the beginning of the 21st century, the overall development trend of the Chinese people's spiritual and cultural demand structure has presented new multi-level and diversified characteristics. Different from the traditional way of life based on blood, geography and karma, modern people hope to break the geographical barriers between life, work and entertainment, communicate

harmoniously with each other, and have cultural significance for their own survival, enjoyment and development. There have been completely different changes in the understanding and interpretation of sports, and new demands on folk sports culture have also emerged. Today, when people's thoughts are diversified, their economy is diversified, and their life choices are diversified, the independence, selectivity, variability and difference of people's ideological activities are obviously enhanced. Demand continues to increase, and urban folk sports and cultural life are becoming more and more abundant.

2.2 The needs of city and folk sports culture are more distinct

People's most basic spiritual demand for city and folk sports culture is that it can help people find a sense of belonging. The unique customs, customs, beliefs, concepts and regional characteristics of folk sports have become the representative of people's self-cognition. The colorful festival activities and cultural activities in daily life are the stage for the display of city and folk sports culture. This basic spirit needs to bring people the understanding of others, the recognition of the organization, and the support of the society[3]. It is the ideological basis for people to integrate into urban life and transform urban life. The city and folk sports culture space is a medium for people's self-affirmation, self-identity, self-motivation and self-cohesion, and also an important bridge for many people who are interested in the city and Chinese at home and abroad to socialize. City and folk sports are rich and colorful, and its unique functions of recuperating the spirit, curing diseases and fitness are favored by the majority of enthusiasts. More and more people hope to get rid of the stressful state, eliminate mental fatigue, balance the pace of life, obtain psychological pleasure, enjoy social life, and inspire the meaning of life. With the development of the economy, the progress of the society, the extension of the life cycle and the increase of leisure time, people have shown the need for a spiritual culture of enjoyment, and the city and folk sports culture has increasingly found opportunities for development.

The concept of city and folk sports culture originates from the idea of harmonious coexistence between man and nature in traditional Chinese culture, and is condensed into the dialectical unity of body, mind and spirit in today's urban culture. This concept of health is the experience of a higher level of mental state in the pursuit of the quality of spiritual and cultural life, which brings positive, positive, healthy and reasonable spiritual needs to people, so that they can obtain beauty in the city and folk sports and cultural life, ideals and beliefs. In the experience of city and folk sports culture, people pay more attention to the pursuit and value of development, ideals and beliefs. In modern urban culture, city and folk sports will bring more opportunities for new occupations. It is the needs of these development-oriented spiritual cultures that have become the driving force for the development of city and folk sports culture and promote the development of city and folk sports culture.

3. Formation of types of city and folk sports cultural identity

3.1 Different levels of cognition create diverse forms of city and folk sports culture demand

The realization of the cultural value of folk sports is achieved through the satisfaction of people's spiritual needs. The development of city and folk sports culture requires urban residents to realize the value of folk sports culture from appreciating folk sports culture, participating in folk sports culture, and creating folk sports culture[4]. Only by establishing a healthy view of folk sports culture harmony can it play the role of regulating people, restraining people, educating people and motivating people. People's cultural needs at different levels promote the formation of different forms of city and folk sports cultural practice. The process of people's reflection and recognition of the value of city and folk sports culture is also a process of rational understanding of the value and significance of the cultural world. It is this characteristic in the occurrence, construction, value thinking and judgment of value consciousness that forms the cultural character of modern urban people. Folk sports is a cause that is beneficial to the survival and development of human beings and society. The pursuit, discovery and realization of the value of folk sports can make human life healthier and happier. The development of different urban cultural activity spaces, cultural expressions and functions also makes city and folk sports increasingly differentiated into three forms: festival folk sports, fitness and entertainment folk sports, and competition performance folk sports.

3.2 Different forms of demand promote diverse forms of participation in folk sports culture

As the main body of culture, people show the creativity of cultural needs, the initiative of choice, and the initiative of value realization in the cultural environment experience. These principles of domination

and enjoyment of culture have become the driving force for people to participate in folk sports culture. People's needs for city and folk sports continue to arise, so that the "amateur level" of folk sports in the general public has been continuously raised to the "professional level", and the inseparability, multi-level, extensive and Infinity, arousing people's pursuit of city and folk sports culture[5]. Because people's spiritual culture needs to be selective, the construction of people's awareness of the value of city and folk sports culture needs directional guidance, and it can only be realized with the help of certain conditions. From the perspective of epistemology, people's spiritual and cultural needs are the result of the subject's conscious and active processing, transformation, selection, transformation and organization of external information according to the actual situation. The integration of city and folk sports into modern cities needs to be realized from three different levels and through three ways of experience, experience and understanding.

4. Interaction and interpretation of city and folk sports culture

4.1 Interaction and interpretation of city and folk sports culture

The purpose of cultural development is to serve the people, and the production of culture also needs people to complete[6]. The development of city and folk sports should adapt to the changes of production and lifestyle in modern society. Modern urban culture not only needs to produce social benefits, but also needs to produce industrial benefits. Folk sports culture can not only provide spiritual power for modern urban people, but also become a means of survival for urban people building a city.

In the identification of civil sports culture, a variety of folk sports performances, fitness, entertainment and inheritance methods should also be developed to adapt to social needs, create opportunities for more urban people to participate in the development of urban folk sports culture, and make cultural production a kind of people to way of life.

In developing and constructing the cultural value system of city and folk sports, the government should have the courage and wisdom to lead cultural development, introduce measures to meet the cultural needs of the masses, focus on integrating traditional folk customs into modern life, and create a culture of folk sports development that is in harmony with the spirit of modern people demand connection. In the face of people's diverse cultural demands, market segmentation of city and folk sports culture should be carried out from different perspectives of participation, and the huge energy contained in city and folk sports should be fully released in festival folk customs, fitness entertainment, competition performances, etc., so that more people participate in city and folk sports, establish universal value recognition, and enhance the cohesion of Chinese culture.

4.2 Interaction and interpretation of city and folk sports culture

Cultural identification is closely related to expression: if the value identification is high, people can touch the civilization from ancient folk culture; if the value identification is low, the existing and existing folk sports culture will be turned a blind eye and deaf, and folk sports are still marginalized wandering in the area, it cannot become the spiritual and cultural wealth of modern people. People's choice of culture depends on people's sense of cultural experience and their motivation to choose value. In order for folk sports culture to become a culture with a high degree of recognition, it must meet people's cultural needs and integrate into the elements of the times. The government should create a space for the development of city and folk sports, so that the spiritual value, way of thinking and creative ability contained in the national culture, which has carried a thousand-year civilization, can be integrated into modern urban life. By enhancing the sense of identity and belonging to traditional culture, strengthening the interaction and communication between people in cities, and jointly promoting the development of city and folk sports culture.

5. Conclusion

People's demands for city and folk sports culture show a diversified trend, that is, from basic spiritual and cultural needs, enjoyment-oriented spiritual and cultural needs to development-oriented spiritual and cultural needs, the levels are more distinct. In order to meet the social needs of great cultural development and prosperity, city and folk sports not only need to play various functions such as performance, fitness, entertainment, etc., but also need multiple forms of city and folk sports culture, as well as the integration

of multiple service departments to participate in city and folk sports culture, expression and satisfaction of cultural needs.

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